



Ridgeway, WI

Halee Wepking
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Our origins

- **Bickford Farms** - adding value to the enterprise as a succession plan
- Lonesome Stone Milling & Value Added Producers Grant (VAPG), becoming **Meadowlark Organics**
- Community infrastructure, education, & sourcing



Our *Why?*

- 3 pillars: Ecology, Human health, Economic vitality
- Benefits to the land, our communities of farmers, employees, bakers, eaters
- It works: growth, grants, community relationships

- Partners:
Fellow farmers,
customers, Artisan
Grain Collaborative, &
UW Madison, Mad!
Agriculture
- Owners:
John & Halee Wepking
- Motivations for
involvement:
Potential for
cooperative ownership
as we grow

Partners & their roles



Sustaining our operation



How can others do this?



- collaborate
- be willing to prioritize customers
- engage community resources
- define your own metrics for success
- clarify your goals

Lessons learned

- Dedication to the work it will take
- Investment in long term goals
- Know your why





Want to stay in touch?

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MEADOWLARK
ORGANICS



Artisan Grains
Marketing Solutions Roundtable

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